media campaign to increase consumer awareness of speciality of Indian tea and campaign to popularise the Tea Board marketing symbol which Stands for pure Indian tea.

New Area for Coffee Growing

4022. SHRI YERRA NARAYANASWAMY: Will the Minister of COMMERCE be pleased to state:

(a) whether any effort have been made to introduce coffee growing in new areas in the country;

(b) whether it is a fact that the coffee Board is not fulfilling its role in introducing coffee growing in Andhra Pradesh; and

(c) if so, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI BOLLA BULI RAMAIAH): (a) No, Sir.

(b) and (c) No, Sir. The Coffee Board has been providing technical knowhow to the growers for adopting intensive cultivation and practices and for expansion of coffee in Andhra Pradesh through Research and Extension Network of the Board. During the 9th Plan, 12,500 ha. has been proposed for consolidation and expansion of coffee in Andhra Pradesh, 1600 ha. of which has been proposed to be taken up during 1997-98. Coffee Board has already established Regional Coffee Research Station at R.V. Nagar and Coffee demonstration farm at Minimular in Andhra Pradesh from conducting experiments to evolve cultural practices suitable to agro-climatical conditions prevailing in the areas. Three extension centres located in Chintipalli, Arakuvalley and K D Pet are rendering technical support for improvement of coffee cultivation by adopting various programmes for increasing production and productivity.

Electronic Data Interchange Project

4023. SHRI SANJAY DALMIA: Will the Minister of COMMERCE be pleased to state:

(a) whether Government propose to introduce Electronic Data Interchange (EDI) Project for importers and exporters;

(b) if so, the details thereof;

(c) whether the introduction of Electronic documents processing is likely to cut transaction costs besides leading reduction in time taken to execute the deals;

(d) if so, the details thereof;

(e) whether Government has hosted three key events for implementation of Electronic Transactions;

(0 if so, the details thereof and when and where these were hosted; and

(g) the details of the benefit achieved and the amount spent on each of the event?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI BOLLA BULI RAMAIAH): (a) Yes, Sir.

(b) The Ministry of Commerce, which is the nodal agency for EDI implementation in India, is coodination this project (though not implementing on its own) in all Government regulatory and facilitatory agencies namely Customs, Directorate General of Foreign Trade, Banks, Port Trusts, Airports Authority of India, etc.

The Ministry of Commerce is providing necessary guidelines to all these agencies in consultation with the UN/Asia EDIFACT Board, the regional Arm of UN for promoting EDI in Asia Region.

Further, this ministry has taken various steps to promote EDI. Federation of Indian Export Organisations (FIEO) has been given the responsibility to organise workshops & Seminars for Importers and Exporters to create EDI awareness. This